

WRAL-TV Accounting Department PO Box 60904 Charlotte, NC 28260 Main: (919)821-8514 Billing: (919)821-8581

Billing Address:

DU INVOICE ATE

Advertiser	Barefoot for NC Senate
Product	CHAD BAREFOOT 9/12
Estimate Number	978

Invoice #	117699-1
Invoice Date	09/30/12
Invoice Month	September 2012
Invoice Period	08/27/12 - 09/30/12

Station	WRAL	
Account Executive	Cheryl Blair	
Sales Office	Washington Telerep	
Sales Region	National	

Order #	117699
Alt Order #	06310923
Deal #	
Order Flight	09/12/12 - 09/30/12

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	CIA - Mark PAID

IDB#	
Advertiser Code	
Product Code	

Agency Ref	
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
1	WRAL	WRAL 4:30am News	4:30a - 5am	•	•			•	•		
	CLASS 3 C	ANDIDATE R8.23									
				09/10/121	09/16/12	3x	WTF				
	WRAL			W	09/12/12	:30	4:54 AM	NCSD18CRAZYIDEAS	\$90.00		2
	WRAL			Th	09/13/12	:30	4:44 AM	NCSD18CRAZYIDEAS	\$90.00		1
	WRAL			F	09/14/12	:30	4:44 AM	NCSD18CRAZYIDEASREV	\$90.00		3
2	WRAL CLASS 3 C	WRAL 4:30am News ANDIDATE R8.23	4:30a - 5am								
					0 09/23/12	4x	MTWTF				
	WRAL			М	09/17/12	:30	4:43 AM	NCSD18CRAZYIDEASREV	\$90.00		1
	WRAL			Tu	09/18/12	:30	4:55 AM	NCSD18CRAZYIDEASREV	\$90.00		2
	WRAL			Th	09/20/12	:30	4:54 AM	NCSD18CRAZYIDEASREV	\$90.00		4
	WRAL			F	09/21/12	:30	4:44 AM	NCSD18CRAZYIDEASREV	\$90.00		3
				09/24/121	0 09/30/12	4x	MTWTF				
	WRAL			М	09/24/12	:30	4:54 AM	NCSD18CRAZYIDEASREV	\$90.00		6
	WRAL			Tu	09/25/12	:30	4:44 AM	NCSD18CRAZYIDEASREV	\$90.00		5
	WRAL			W	09/26/12	:30	4:43 AM	NCSD18CRAZYIDEASREV	\$90.00		8
	WRAL			Th	09/27/12	:30	4:45 AM	NCSD18CRAZYIDEASREV	\$90.00		7
3	WRAL CLASS 3 C	CBS This Morning ANDIDATE R8.23	7am - 9am								
				09/10/121	0 09/16/12	3x	WTF				
	WRAL			W	09/12/12	:30	7:55 AM	NCSD18CRAZYIDEAS	\$380.00		1
	WRAL			Th	09/13/12	:30	8:25 AM	NCSD18CRAZYIDEAS	\$380.00		3
	WRAL			F	09/14/12	:30	8:36 AM	NCSD18CRAZYIDEASREV	\$380.00		2
4	WRAL CLASS 3 C	CBS This Morning ANDIDATE R8.23	7am - 9am								
				09/17/12 1	0 09/23/12	4x	MTWTF				
	WRAL			M	09/17/12	:30	8:54 AM	NCSD18CRAZYIDEASREV	\$380.00		2
	WRAL			Tu	09/18/12	:30	8:59 AM	NCSD18CRAZYIDEASREV	\$380.00		1
	WRAL			W	09/19/12	:30	8:39 AM	NCSD18CRAZYIDEASREV	\$380.00		3
	WRAL			Th	09/20/12	:30	8:21 AM	NCSD18CRAZYIDEASREV	\$380.00		4
				09/24/121	0 09/30/12	4x	MTWTF				



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CLASS 3 CANDIDATE R8.23

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Line	Channel Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
4	WRAL CBS This Morning	7am - 9am						•		
	CLASS 3 CANDIDATE R8.23									
	WRAL		M	09/24/12	:30	8:25 AM	NCSD18CRAZYIDEASREV	\$380.00		7
	WRAL		Tu	09/25/12	:30	8:58 AM	NCSD18CRAZYIDEASREV	\$380.00		6
	WRAL		W	09/26/12	:00	0.50.414		•	Credited	8
	WRAL		F	09/28/12	:30	8:58 AM	NCSD18CRAZYIDEASREV	\$380.00		5
5	WRAL Noon News	12p-1p								
	CLASS 3 CANDIDATE R8.23									
				2 to 09/16/12	3x	WTF				
	WRAL		W	09/12/12	:30	12:39 PM	NCSD18CRAZYIDEAS	\$315.00		2
	WRAL		Th	09/13/12	:30	12:28 PM	NCSD18CRAZYIDEAS	\$315.00		3
	WRAL		F	09/14/12	:30	12:27 PM	NCSD18CRAZYIDEASREV	\$315.00		1
6	WRAL Noon News	12p-1p								
	CLASS 3 CANDIDATE R8.23									
				2 to 09/23/12	4x	MTWTF				
	WRAL		Tu	09/18/12	:30	12:36 PM	NCSD18CRAZYIDEASREV	\$315.00	ı	2
	WRAL		W	09/19/12	:30	12:39 PM	NCSD18CRAZYIDEASREV	\$315.00		3
	WRAL		Th	09/20/12	:30	12:57 PM	NCSD18CRAZYIDEASREV	\$315.00		1
	WRAL		F	09/21/12	:30	12:16 PM	NCSD18CRAZYIDEASREV	\$315.00		4
			09/24/12	2 to 09/30/12	4x	MTWTF				
	WRAL		M	09/24/12	:30	12:36 PM	NCSD18CRAZYIDEASREV	\$315.00	l .	8
	WRAL		W	09/26/12	:00				Credited	7
	WRAL		Th	09/27/12	:30	12:36 PM	NCSD18CRAZYIDEASREV	\$315.00		6
	WRAL		F	09/28/12	:30	12:54 PM	NCSD18CRAZYIDEASREV	\$315.00		5
7	WRAL 6pm News (M-F)	6-630p								
	CLASS 3 CANDIDATE R8.23									
			09/10/12	2 to 09/16/12	3x	WTF				
	WRAL		W	09/12/12	:30	6:29 PM	NCSD18CRAZYIDEAS	\$1,335.00		3
	WRAL		Th	09/13/12	:30	6:09 PM	NCSD18CRAZYIDEAS	\$1,335.00		1
	WRAL		F	09/14/12	:30	6:13 PM	NCSD18CRAZYIDEASREV	\$1,335.00		2
8	WRAL 6pm News (M-F)	6-630p								



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CLASS 2 CANDIDATE R8.23

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Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
8	WRAL	6pm News (M-F)	6-630p	-				<u> </u>			
	CLASS 3 C	CANDIDATE R8.23									
				09/17/12	2 to 09/23/12	4x	MTWTF				
	WRAL			M	09/17/12	:30	6:23 PM	NCSD18CRAZYIDEASREV	\$1,335.00	ı	2
	WRAL			Tu	09/18/12	:30	6:12 PM	NCSD18CRAZYIDEASREV	\$1,335.00		4
	WRAL			W	09/19/12	:30	6:23 PM	NCSD18CRAZYIDEASREV	\$1,335.00		1
	WRAL			F	09/21/12	:30	5:58 PM	NCSD18CRAZYIDEASREV	\$1,335.00		3
				09/24/12	2 to 09/30/12	4x	MTWTF				
	WRAL			M	09/24/12	:30	6:08 PM	NCSD18CRAZYIDEASREV	\$1,335.00		5
	WRAL			Tu	09/25/12	:30	6:21 PM	NCSD18CRAZYIDEASREV	\$1,335.00	ı	7
	WRAL			W	09/26/12	:00				Credited	6
	WRAL			Th	09/27/12	:30	6:21 PM	NCSD18CRAZYIDEASREV	\$1,335.00		8
9	WRAL	Late News CANDIDATE R8.23	11-1135p								
	CLASS 5 C	DANDIDATE No.23		00/10/13	2 to 09/16/12	3x	WTFSS				
	WRAL			Th	09/13/12	:30	11:11 PM	NCSD18CRAZYIDEAS	\$1,335.00		1
	WRAL				09/13/12	:30	11:24 PM	NCSD18CRAZYIDEAS	\$1,335.00		2
	WRAL			Sa	09/15/12	:30	11:25 PM	NCSD18CRAZYIDEASREV	\$1,335.00		3
10	WRAL	Late News	11 110Em	Oa	03/13/12	.00	11.231 W	NESDIOCNAZIIDEASKEV	ψ1,000.00		3
10		CANDIDATE R8.23	11-1135p								
				09/17/12	2 to 09/23/12	4x	MTWTFSS				
	WRAL			M	09/17/12	:30	11:23 PM	NCSD18CRAZYIDEASREV	\$1,335.00		2
	WRAL			Tu	09/18/12	:30	11:34 PM	NCSD18CRAZYIDEASREV	\$1,335.00	l .	3
	WRAL			Th	09/20/12	:30	11:11 PM	NCSD18CRAZYIDEASREV	\$1,335.00	l	4
	WRAL			Sa	09/22/12	:30	11:33 PM	NCSD18CRAZYIDEASREV	\$1,335.00	l	1
					2 to 09/30/12	4x	MTWTFSS				
	WRAL			М	09/24/12	:30	11:26 PM	NCSD18CRAZYIDEASREV	\$1,335.00		8
	WRAL			W	09/26/12	:00				Credited	7
	WRAL			F	09/28/12	:30	11:13 PM	NCSD18CRAZYIDEASREV	\$1,335.00		5
	WRAL			Su	09/30/12	:30	11:08 PM	NCSD18CONTRAST	\$1,335.00		6
11	WRAL	CBS Sunday Morning	9-1030a								



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Line		Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
11		CBS Sunday Morning	9-1030a								
	CLASS 2 C	ANDIDATE R8.23									
					to 09/16/12	1x	1				
	WRAL			Su	09/16/12	:30	9:54 AM	NCSD18CRAZYIDEASREV	\$600.00		1
					to 09/23/12	1x	1				
	WRAL			Su	09/23/12	:30	10:29 AM	NCSD18CRAZYIDEASREV	\$600.00		2
					to 09/30/12	1x	1				
	WRAL			Su	09/30/12	:30	9:33 AM	NCSD18CONTRAST	\$600.00		3
12		Face The Nation 1030-1130 CANDIDATE R8.23	1030-1130								
				09/10/12	to 09/16/12	1x	1				
	WRAL			Su	09/16/12	:30	11:27 AM	NCSD18CRAZYIDEASREV	\$200.00		1
				09/17/12	to 09/23/12	1x	1				
	WRAL			Su	09/23/12	:30	11:24 AM	NCSD18CRAZYIDEASREV	\$200.00		2
				09/24/12	to 09/30/12	1x	1				
	WRAL			Su	09/30/12	:30	11:24 AM	NCSD18CONTRAST	\$200.00		3
13		Thu Hour 2 ANDIDATE R8.23	9-10p								
					to 09/23/12	1x	1				
	WRAL			Th	09/20/12	:30	9:47 PM	NCSD18CRAZYIDEASREV	\$3,115.00		1
				09/24/12	to 09/30/12	1x	1				
	WRAL			Th	09/27/12	:30	9:48 PM	NCSD18CRAZYIDEASREV	\$3,115.00	1	2
14		60 Minutes CANDIDATE R8.23	7-8p								
				09/17/12	to 09/23/12	1x	1				
	WRAL			Su	09/23/12	:00				See MG 14.3	1
	WRAL	60 minutes	730-830p	Su	09/23/12	:30	8:53 PM	NCSD18CRAZYIDEASREV	\$2,670.00	MG for 14.1 09/23	3
					o NFL game r o NFL game r						
				09/24/12	to 09/30/12	1x	1				



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Line	Channel Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
14	WRAL 60 Minutes	7-8p				•		•		
	CLASS 3 CANDIDATE R8.23									
	WRAL		Su	09/30/12	:30	7:39 PM	NCSD18CONTRAST	\$2,670.00	1	2
15	WRAL Dr. Phil	9-10a								
	CLASS 3 CANDIDATE R8.23									
			09/10/12	2 to 09/16/12	3x	WTF				
	WRAL		W	09/12/12	:30	9:30 AM	NCSD18CRAZYIDEAS	\$215.00		1
	WRAL		Th	09/13/12	:30	9:31 AM	NCSD18CRAZYIDEAS	\$215.00		3
	WRAL		F	09/14/12	:30	9:11 AM	NCSD18CRAZYIDEASREV	\$215.00	1	2
16	WRAL Dr. Phil	9-10a								
	CLASS 3 CANDIDATE R8.23									
			09/17/12	2 to 09/23/12	4x	MTWTF				
	WRAL		M	09/17/12	:30	9:25 AM	NCSD18CRAZYIDEASREV	\$215.00		1
	WRAL		W	09/19/12	:30	9:21 AM	NCSD18CRAZYIDEASREV	\$215.00		2
	WRAL		Th	09/20/12	:30	9:59 AM	NCSD18CRAZYIDEASREV	\$215.00		3
	WRAL		F	09/21/12	:30	9:13 AM	NCSD18CRAZYIDEASREV	\$215.00	1	4
			09/24/12	2 to 09/30/12	4x	MTWTF				
	WRAL		M	09/24/12	:30	9:59 AM	NCSD18CRAZYIDEASREV	\$215.00		8
	WRAL		Tu	09/25/12	:30	9:48 AM	NCSD18CRAZYIDEASREV	\$215.00		5
	WRAL		Th	09/27/12	:30	9:31 AM	NCSD18CRAZYIDEASREV	\$215.00		7
	WRAL		F	09/28/12	:30	9:48 AM	NCSD18CRAZYIDEASREV	\$215.00	1	6
17	WRAL Price is Right CLASS 2 CANDIDATE R8.23	11a-12p								
			09/10/12	2 to 09/16/12	3x	WTF				
	WRAL		W	09/12/12	:30	10:59 AM	NCSD18CRAZYIDEAS	\$325.00		2
	WRAL		Th	09/13/12	:30	10:59 AM	NCSD18CRAZYIDEAS	\$325.00	1	1
	WRAL		F	09/14/12	:30	10:59 AM	NCSD18CRAZYIDEASREV	\$325.00	1	3
18	WRAL Price is Right CLASS 2 CANDIDATE R8.23	11a-12p								
			09/17/12	2 to 09/23/12	4x	MTWTF				
	WRAL		M	09/17/12	:30	10:58 AM	NCSD18CRAZYIDEASREV	\$325.00	1	1
	WRAL		W	09/19/12	:30	10:59 AM	NCSD18CRAZYIDEASREV	\$325.00		4
							use taken from the program less			



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Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
18	WRAL	Price is Right	11a-12p					<u> </u>		<u> </u>	
		CANDIDATE R8.23									
	WRAL			Th	09/20/12	:30	11:29 AM	NCSD18CRAZYIDEASREV	\$325.00		2
	WRAL			F	09/21/12	:30	10:58 AM	NCSD18CRAZYIDEASREV	\$325.00		3
				09/24/12	to 09/30/12	4x	MTWTF				
	WRAL			Tu	09/25/12	:30	10:58 AM	NCSD18CRAZYIDEASREV	\$325.00		7
	WRAL			W	09/26/12	:00			•	Credited	6
	WRAL			Th	09/27/12	:00			•	Credited	8
	WRAL			F	09/28/12	:00			\$325.00	Credited	5
19	WRAL CLASS 2 C	Young and the Restless CANDIDATE R8.23	4-5p								
				09/10/12	to 09/16/12	4x	WTF				
	WRAL			W	09/12/12	:30	4:28 PM	NCSD18CRAZYIDEAS	\$875.00		1
	WRAL			Th	09/13/12	:30	3:59 PM	NCSD18CRAZYIDEAS	\$875.00		4
	WRAL			Th	09/13/12	:30	4:30 PM	NCSD18CRAZYIDEAS	\$875.00		2
	WRAL			F	09/14/12	:30	4:28 PM	NCSD18CRAZYIDEASREV	\$875.00		3
20	WRAL CLASS 2 C	Young and the Restless CANDIDATE R8.23	4-5p								
				09/17/12	to 09/23/12	4x	MTWTF				
	WRAL			M	09/17/12	:30	3:59 PM	NCSD18CRAZYIDEASREV	\$875.00		2
	WRAL			Tu	09/18/12	:30	4:27 PM	NCSD18CRAZYIDEASREV	\$875.00		4
	WRAL			W	09/19/12	:30	4:00 PM	NCSD18CRAZYIDEASREV	\$875.00		3
	WRAL			F	09/21/12	:30	4:27 PM	NCSD18CRAZYIDEASREV	\$875.00		1
21	WRAL CLASS 2 C	Young and the Restless CANDIDATE R8.23	4-5p								
				09/24/12	to 09/30/12	4x	MTWTF				
	WRAL			Tu	09/25/12	:30	4:29 PM	NCSD18CRAZYIDEASREV	\$875.00		4
	WRAL			W	09/26/12	:00			\$875.00	Credited	1
	WRAL			Th	09/27/12	:00			\$875.00	Credited	3
	WRAL			F	09/28/12	:00			\$875.00	Credited	2
22	WRAL	5:30 News	530-6p								

Dof #



Line Channel Description

Remit Address:

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Times

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Innovative Advertising **Attention: Accounts Payable** 403 N. Columbia St. Covington, LA 70433

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Data

Longth Air Time Ad ID

IDB#	
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Product Code	

Agency Ref	
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Decembilistion

Line	Channel Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
22	WRAL 5:30 News	530-6p								
	CLASS 3 CANDIDATE R8.23									
				2 to 09/16/12	3x	WTF				
	WRAL		W	09/12/12	:30	5:44 PM	NCSD18CRAZYIDEAS	\$1,115.00		2
	WRAL		Th	09/13/12	:30	5:37 PM	NCSD18CRAZYIDEAS	\$1,115.00		1
	WRAL		F	09/14/12	:30	5:52 PM	NCSD18CRAZYIDEASREV	\$1,115.00		3
23	WRAL 5:30 News CLASS 3 CANDIDATE R8.23	530-6p								
			09/17/1	2 to 09/23/12	3x	MTWTF				
	WRAL		M	09/17/12	:30	5:52 PM	NCSD18CRAZYIDEASREV	\$1,115.00		3
	WRAL		Tu	09/18/12	:30	5:53 PM	NCSD18CRAZYIDEASREV	\$1,115.00		1
	WRAL		W	09/19/12	:30	5:53 PM	NCSD18CRAZYIDEASREV	\$1,115.00		2
			09/24/1	2 to 09/30/12	3x	MTWTF				
	WRAL		M	09/24/12	:30	5:54 PM	NCSD18CRAZYIDEASREV	\$1,115.00		6
	WRAL		Tu	09/25/12	:30	5:53 PM	NCSD18CRAZYIDEASREV	\$1,115.00		4
	WRAL		F	09/28/12	:30	5:44 PM	NCSD18CRAZYIDEASREV	\$1,115.00		5
24	WRAL Entertaiment Tonight CLASS 3 CANDIDATE R8.23	730-8P								
			09/10/1	2 to 09/16/12	3x	WTF				
	WRAL		W	09/12/12	:30	7:47 PM	NCSD18CRAZYIDEAS	\$670.00		1
	WRAL		Th	09/13/12	:30	7:48 PM	NCSD18CRAZYIDEAS	\$670.00		3
	WRAL		F	09/14/12	:30	7:41 PM	NCSD18CRAZYIDEASREV	\$670.00		2
25	WRAL Entertaiment Tonight CLASS 3 CANDIDATE R8.23	730-8P								
			09/17/1	2 to 09/23/12	4x	MTWTF				
	WRAL		M	09/17/12	:30	7:56 PM	NCSD18CRAZYIDEASREV	\$670.00		3
	WRAL		Tu	09/18/12	:30	7:46 PM	NCSD18CRAZYIDEASREV	\$670.00		2
	WRAL		W	09/19/12	:30	7:40 PM	NCSD18CRAZYIDEASREV	\$670.00		4
	WRAL		F	09/21/12	:30	7:39 PM	NCSD18CRAZYIDEASREV	\$670.00		1
			09/24/1	2 to 09/30/12	4x	MTWTF				
	WRAL		M	09/24/12	:30	7:40 PM	NCSD18CRAZYIDEASREV	\$670.00		8
	WRAL		Tu	09/25/12	:30	7:41 PM	NCSD18CRAZYIDEASREV	\$670.00		7



WRAL-TV Accounting Department PO Box 60904 Charlotte, NC 28260 Main: (919)821-8514 Billing: (919)821-8581

Billing Address:

Innovative Advertising Attention: Accounts Payable 403 N. Columbia St. Covington, LA 70433

DII	INVOICE	ATE

Advertiser	Barefoot for NC Senate
Product	CHAD BAREFOOT 9/12
Estimate Number	978

Invoice #	117699-1			
Invoice Date	09/30/12			
Invoice Month	September 2012			
Invoice Period	08/27/12 - 09/30/12			

Station	WRAL				
Account Executive	Cheryl Blair				
Sales Office	Washington Telerep				
Sales Region	National				

Order #	117699
Alt Order #	06310923
Deal #	
Order Flight	09/12/12 - 09/30/12

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	CIA - Mark PAID

IDB#	
Advertiser Code	
Product Code	

Agency Ref	
Advertiser Ref	

Line	Channel I	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
25	WRAL E	Entertaiment Tonight	730-8P	•	•	•	•	•	•		
		NDIDATE R8.23									
	WRAL			Th	09/27/12	:30	7:46 PM	NCSD18CRAZYIDEASREV	\$670.00		6
	WRAL			F	09/28/12	:30	7:47 PM	NCSD18CRAZYIDEASREV	\$670.00		5
26	WRAL T	Гue Hour 2	9-10p								
	CLASS 3 CA	NDIDATE R8.23									
				09/17/1	2 to 09/23/12	1x	-1				
	WRAL C	BS SPECIAL	9-11PM	Tu	09/18/12	:30	9:36 PM	NCSD18CRAZYIDEASREV	\$3,115.00		1
				09/24/1	2 to 09/30/12	1x	-1				
	WRAL			Tu	09/25/12	:30	9:46 PM	NCSD18CRAZYIDEASREV	\$3,115.00		2
27	WRAL V	Wed Hour 3	10-11p								
	CLASS 3 CA	NDIDATE R8.23	•								
				09/24/1	2 to 09/30/12	1x	1				
	WRAL			W	09/26/12	:30	10:46 PM	NCSD18CRAZYIDEASREV	\$2,225.00		2
28	WRAL F	Fri Hour 3	10-11p								
	CLASS 3 CA	NDIDATE r8.23									
				09/17/1	2 to 09/23/12	1x	F				
	WRAL			F	09/21/12	:30	10:49 PM	NCSD18CRAZYIDEASREV	\$2,225.00		1
									. ,		
			Aired Spots	113							

<u>Gross Total</u> \$89,535.00

Agency Commission \$13,430.25

Net Amount Due \$76,104.75 Payment Terms 30 Days